E-429-042

Stop Jahezkhori / Stop Dowrymongering

Product   **Category Entered**

UN Women   Positive Change: Social Good - Non Profit

ENTRY DETAILS

Type of Product/Service

Provide a brief (1-5 words) description of the type of product/service you are entering. Do not include brand name.

Examples: Airline; Body Wash, Real Estate Website; Military Branch; Toothpaste.

Anti-dowry campaign

Effort Start and End Date

Provide the full time span for the entire effort, even if it began before or ended after Effie's eligibility period.

If your effort is ongoing, please leave the end date blank.

Date From	2018 Dec 17
Date To	2019 Jan 31

Regional Classification

Select all that apply.

National	☑
Non-English	☑

Category Situation

In Decline	☑

EXECUTIVE SUMMARY

Give the judges an understanding of the case they are about to read by providing a summary – one sentence for each of the four scoring sections.

The Challenge:

(Maximum per line: One sentence - 20 words)

Forced dowry causes thousands of deaths in Pakistan. The challenge was to start a movement against this practice.

The Insight:

(Maximum per line: One sentence - 20 words)

To go after the pride of those who demand dowry and to associate taking dowry to other haraam undertakings.

The Idea:

(Maximum per line: One sentence - 20 words)

Using henna artwork to turn palms into billboards. Showcasing a celebrity's bride as material goods on a morning show.

Bringing the Idea to Life:

(Maximum per line: One sentence - 20 words)

Hijacking a morning show. Sending henna templates to influencers. Making posters out of real henna.

The Results:

(Maximum per line: One sentence - 20 words)

Almost half a billion impressions including news coverage of campaign. Government officials took it up. Bill introduced in parliament.

Specific to the category you are entering, why is this case worthy of an award for marketing effectiveness?

Because Effie has no predetermined definition of effectiveness, it is your job to propose why this case is effective

Through the use of branded content and influencers, this campaign is an example of highly successful guerrilla marketing. By utilizing relevant cultural icons, and through the strategic use of PR and celebrity endorsements, we built a very effective way to start a cultural movement.

in this entry category: why the metrics presented are important for your brand and business/organization.

If you are entering this effort in multiple categories, your response to this question is required to be different for each category submission.

(Maximum: 100 words)

Perhaps the biggest indicator of the campaign's success was that the masses regarded it to be a completely organic movement and not started by an ad agency. Newsmedia picked it up. Anchors debated the topic. Government officials joined in.

And all for a minimal budget.

Brand and Category Scenario?

What was the state of the brand's business and the marketplace/category in which it competes before your effort began? Competitive and marketplace environment (main competitor, ad spend, market share and position, category benchmarks, etc.). What was going on? Define success in your category. Do not assume that all judges have extensive knowledge of the category.

(Max: 275 Words)

Forced dowry is a practice in which the groom's family coerces the bride's family to pay the groom in material goods. Failure to match this expectation frequently results in thousands of brides being victimized through domestic violence and, in many cases, even leading to death through murder or suicide.[1]

In Pakistan, the custom is practiced by all classes, and national laws against it have been unable to stop people from continuing to pressure women to submit. A study has claimed that "At over 2,000 dowry-related deaths per year, and annual rates exceeding 2.45 deaths per 100,000 women from dowry-related violence, Pakistan has the highest reported number of dowry death rates per 100,000 women in the world."[1]

The worst aspect of this dark cultural practice is that it has been normalized, and yet is under-discussed or protested. UN Women's goal was to start a national movement against this custom, and give people tools to protest against it in order to drive a societal revolt, and even stricter legislative change.

Define the audience(s) you were trying to reach. Why is this audience important to your brand and the growth of your brand's business?

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

(Max: 200 Words, 3 charts/graphs)

We had several tiers of audiences:

Women, who could take up the protest, and join the larger voice of outlawing this practice.

Men, who could join these women in the protest, and commit to not participating in demanding dowry.

Families, who would be looking into getting their children married, whether on the bride's side or the groom's.

And finally, government figures, who would take notice of the protest, and act accordingly.

What were your measurable objectives? What were your Key Performance Indicators (KPIs) against your objectives?

indicators (KPIs) against your objectives.

Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible.

Provide context, including category background, for why the objectives were important for the brand and growth of the business.

Effie is open to all types of objectives: Business, Behavioral, Perceptual/Attitudinal. It is the entrant's responsibility to explain why their particular objectives are important to the business and challenging to achieve.

Answers to this question (1C – Objectives) redisplay for judges directly above the answers for the results question (Section 4).

(Max: 175 Words, 3 charts/graphs)

Our main objective for the campaign was not only to raise the conversation around the topic, but to start a national movement that would generate individual contribution of a protest to the cause. We knew this would ladder up to our higher objective: to not only make the custom of dowry unacceptable in society, but to bring it at par with taking bribes or other "haram khori." We had a specific objective to generate at least 1000 UGC items, and to reach government figures, which in turn would influence lawmakers to strengthen their stance.

Section 1: Sourcing

Provide sourcing for all data provided in Section 1: Challenge, Context & Objectives.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See Entry Kit for details.

1 Study by UK Government into Human Rights claims in Pakistan: "Other forms of domestic violence included torture and shaving the eyebrows and hair off women's heads. In-laws abused and harassed married women. Dowry and family-related disputes often resulted in death or disfigurement by burning or acid."

State the insight that led to your big idea. After you state your insight, explain what observations led you to your insight.

Some insights come from research, data and analytics. Others come from inspiration. Describe yours here.

Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was

In a patriarchal society like Pakistan, machismo is all-important. We knew that simply reminding men of the law against forced dowry would not be enough. We had to dig deeper, and shake a sense of self respect. For the Pakistani man, his honor is his most important asset, and strategically we decided to aim for a message that would connect with the consequence of losing self respect than of breaking the law.

leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.

(Max: 200 Words, 3 charts/graphs)

Thus, we coined a new word for the act of demanding dowry, "Jahezkhori"; which compares in English to an abusive phrase such as "Dowrymongering." We knew this would resonate well with women we would be targeting as well, and calculated a way for them to make this word part of our national conversation. So we used one of the most recognised symbols of marriages in the country to disseminate the message: hands decorated with henna.

In one sentence, state your strategic big idea.

What was the core idea that drove your effort and led to the breakthrough results? What was at the very heart of the success of this case? The big idea is not the execution or tagline.

Provide a one-sentence answer. (Max: 20 Words)

To make dowry akin to haraam, and to display that message on palms with henna.

Section 2: Sourcing

Provide sourcing for all data provided in Section 2: Insights & Strategic Idea.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See Entry Kit for details.

How did you bring the idea to life? Explain your idea and your overall communications strategy. If applicable, how did you optimize and adapt the strategy?

Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.

We launched this campaign in three quick steps:

1. **PR seeding and Broadcast hijack:** In a carefully planned PR move, we seeded the news on social media that celebrity Ali Rehman was about to get married. After much buzz, Ali finally posted a video admitting that he was getting married, but he would do so on a popular morning show, which is when he would reveal his bride as well. Thousands tuned in, and we had a hijack waiting. On the show, when the doli was brought in, it

didn't have a bride in it, but material goods. Much to the shock of the live audience, Ali mentioned that this is what we think of brides: as material goods such as electronics and furniture.

2. Launch of campaign icon and dissemination: At the same show, the anchors introduced the audience to the campaign icon: a simple henna stamp on the palm that proclaimed: "Jahezkhori band karo." ("Stop Dowrymongering.") The word Jahezkhori was invented by us to borrow the term "khori" as an association device with haraam activity in Pakistan. The henna stamp was made through a typographic design and pattern that reflected traditional henna artwork.

3. Influencer campaigning and Outdoor: We followed the launch by a PR move to mail custom-designed stamps to celebrities who posted images of their extended palms dressed in henna. Even men joined the protests. An online stencil was available for downloads. Using the medium of henna as our base, we designed 500 individually crafted posters which were illustrated by henna artists - this was the first time this sort of ink was used in poster design. These posters were strategically put up at retail locations that deal in wedding goods.

Section 3: Sourcing

Provide sourcing for all data provided in Section 3: Bringing the Idea to Life.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See Entry Kit for details.

FOR REFERENCE ONLY - The entrant's response to (OBJECTIVES QUESTION) (objectives/KPIs) will be displayed here as a reference for judges.

Our main objective for the campaign was not only to raise the conversation around the topic, but to start a national movement that would generate individual contribution of a protest to the cause. We knew this would ladder up to our higher objective: to not only make the custom of dowry unacceptable in society, but to bring it at par with taking bribes or other "haram khori." We had a specific objective to generate at least 1000 UGC items, and to reach government figures, which in turn would influence lawmakers to strengthen their stance.

How do you know it worked? Explain why, with category and prior year context, these results are significant for the brand's business.

Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown.

(Max: 300 Words, 5 charts/graphs)

The campaign became one of the most trending topic in Pakistan during the wedding season.[1] Thousands of women - and men - put up images of our symbol in protest.[2] Most major national news channels carried the campaign on the news. The symbol showed up even at the Aurat March completely organically.

BBC called the campaign "Instrumental in sparking conversation around the issue." A total reach of 495,000,000 resulted in about $2,100,000 of earned media, all organic.[3]

The most impactful result for the campaign was a statement issued by the Islamic Council, by far the most influential body in Pakistan, that forced dowry is unIslamic.[4]

Several clerics joined in the condemnation, further making the act a matter of not only losing self-respect, but also classifying it as a sin.

A little while after our campaign, the Punjab Assembly introduced another bill against dowry.[5]

Marketing communications rarely work in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative ?

Select factors from the chart and explain the influence of these factors in the space provided.

None ☑

Explain the influence of the factors you selected above.

This is your opportunity to address what else was going on to convince judges of the impact of your case by addressing these factors. You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.

We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 150 words; 3 charts/graphs)

To our knowledge, there was no other campaign at the time that was focusing on this particular topic.

Section 4: Sourcing

Provide sourcing for all data provided in Section 4: Results.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

See Entry Kit for details.

1. Twitter and Facebook data
2. Twitter and Facebook data
3. Client and agency data measures
4. In case film.
5. "PMLN submits resolution to ban dowry" - The News Pakistan

MEDIA ADDENDUM

The Media Addendum is reviewed as part of Section 3: Bringing the Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID MEDIA EXPENDITURES

Select total paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry for the current period (1/7/2018 – 30/6/2019) and prior period (1/7/17 - 30/6/18).

Given the 'spirit' of this question use your judgment on what constitutes fees, production and the broad span that covers media – from donated space to activation costs. Select one per time frame. Elaborate to provide context around this budget range, if not already addressed in your answers to questions 1-4. For example, explain if your budget has changed significantly, how this range compares to your competitors, etc.

Paid Media Expenditure (Current Period)

July 1, 2018 - June 30, 2019

Under PKR 1.0 million ☑

Paid Media Expenditures (Prior Period)

July 1, 2017 - June 30, 2018

Not Applicable ☑

Compared to competitors in this category, the budget is:

Less ☑

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

Not applicable (Requires Elaboration) ☑

Elaboration on the Budget

Provide judges with the context to understand your budget. In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy? If your paid media expenditures are low, but production/activation/other costs were high, or there is a unique situation surrounding your budget, you should elaborate here.

This is an opportunity to provide further context surrounding your budget so judges have a clear understanding and do not question the information provided above.

(Maximum: 100 words)

Budget comparisons are not applicable as this is an awareness campaign against a social evil.

Select if Owned Media was a part of your effort. If so, elaborate on owned media (digital or physical company-owned real-estate), that acted as communication channels for case content.

Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.

Note: If owned media platforms were selected in Communications Touchpoints, judges will expect to see an explanation of those platforms here.

Was owned media a part of your effort?

If owned media platforms were selected on the Communications Touchpoints chart, judges will

No

expect to see an explanation of those platforms in your response.

Similarly, any owned media described here must also be selected in the communications touchpoints chart. Make sure answers here relate directly back to the selected choices in the "Communications Touchpoints" chart.

SPONSORSHIP

Note whether or not your effort included any sponsorships. If so, detail those sponsorships you had in the space provided.

Were sponsorships a part of your effort?

Include timing for any sponsorships.

No

COMMUNICATIONS TOUCHPOINTS

Select all touchpoints used in the effort, based on the options provided. You should explain in Question 3 which touchpoints from the list were **integral** to reaching your audience and why.

Communications Touchpoints

BRANDED CONTENT	☑
DIRECT	☑
Retailer Specific (Direct)	☑
EVENTS	☑
GUERILLA	☑
Buzz Marketing	☑
OOH	☑
Place-Based	☑

Other (OOH)	☑
PR	☑
PRINT	☑
Custom Publication	☑
SOCIAL MEDIA	☑
TV	☑
Branded Content (TV)	☑
Product Placement	☑

CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Media Addendum. These elements together account for 23.3% of the total score.

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

Creative Reel

3 min maximum*. 280 MB max., mp4 format.

*Entries in the Sustained Success category only: 5 min maximum. 280 MB max., mp4 format.

For 4:3 aspect ratio, minimum size should be 640 x 480; for 16.9 ratio, minimum size is 1280 x 720.

UNWOMEN_STOPDOWRYMONGERING1

Letterbox submissions may be sent as 640 x 480 (For optimum judging your video should show clearly on a laptop and on a central screen of approx. 50"" x 30"".)

Do not include any agency names in the file name or anywhere in the reel. Effie encourages your file to be named "BRANDNAME-CATEGORY-ENTRYTITLE"

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

+ Showcase work that is better seen as a still image vs. video format

+ Draw further attention to key creative elements

Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical Requirements: ,jpg/jpeg format

Poster 1

Presentation board

TRANSLATION OF CREATIVE EXAMPLES (if applicable)

Translation

If your creative examples include

The Urdu phrase "Jahezkhori band karo" translates to "Stop

work that is not in the standard language of this Effie competition, you are required to include a translation to the local language either via subtitles within the creative OR you may provide a translation in the text box below.

Dowrymongering," in which the action of taking dowry is akin to accepting a bribe or similar haraam activity

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